



WXYZ

ORDER

Print Date 08/27/12

Page 1 of 2

Flight Dates **08/07/12-08/12/12**

Contract / Revision **307005 /**

Original Date / Revision
08/03/12 08/14/12

Advertiser **The People Should Decide C**

Agency **Smart Media Group**

Buying Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Product

The People Should Decide | Detroit

Agency Com 15%

Billing Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **806813**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS Ballot

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	30	\$9,834.50	\$11,570.00	0.00
Totals	30	\$9,834.50	\$11,570.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/12/12	30	\$9,834.50	\$11,570.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	08/07/12	08/12/12	5am News M-F 5am News M-F	CM	5-6am M-F	- TWTF - -	:15	4	\$227.50	P-4	0.00	NM	4	\$910.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	- TWTF - -			4		\$227.50		0.00				
N 2	WXYZ	08/07/12	08/12/12	6am News M-F Action News 6am	CM	6-7am M-F	- TWTF - -	:15	4	\$422.50	P-4	0.00	NM	4	\$1,690.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	- TWTF - -			4		\$422.50		0.00				
N 3	WXYZ	08/07/12	08/12/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	- TWTF - -	:15	4	\$422.50	P-4	0.00	NM	4	\$1,690.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Contract / Revision

307005

Flight Dates**08/07/12-08/12/12**

Hiatus Dates

Original Date / Revision 08/03/12/ 08/14/12

Order Sep 00:20:00

<u>Advertiser</u>	<u>Product</u>	<u>Estimate #</u>
The People Should Decide	The People Should Decide	806813

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	08/07/12	08/12/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	- TWTF - -	:15	4	\$422.50	P-4	0.00	NM	4	\$1,690.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/06/12	08/12/12	- TWTF - -	4		\$422.50	0.00							
N 4	WXYZ	08/07/12	08/12/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	- - - - - S -	:15	1	\$195.00	P-4	0.00	NM	1	\$195.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/06/12	08/12/12	- - - - - S -	1		\$195.00	0.00							
N 5	WXYZ	08/07/12	08/12/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	- - - - - S	:15	1	\$130.00	P-4	0.00	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/06/12	08/12/12	- - - - - S	1		\$130.00	0.00							
N 6	WXYZ	08/07/12	08/12/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	- - - - - S	:15	1	\$195.00	P-4	0.00	NM	1	\$195.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/06/12	08/12/12	- - - - - S	1		\$195.00	0.00							
N 7	WXYZ	08/07/12	08/12/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	- - - - - S	:15	1	\$162.50	P-4	0.00	NM	1	\$162.50
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/06/12	08/12/12	- - - - - S	1		\$162.50	0.00							
N 8	WXYZ	08/07/12	08/12/12	5p News 5-6pm M-F	CM	5-6pm M-F	- TWTF - -	:15	4	\$422.50	P-4	0.00	NM	4	\$1,690.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/06/12	08/12/12	- TWTF - -	4		\$422.50	0.00							
N 9	WXYZ	08/07/12	08/12/12	6p News 6-630pm M-F	CM	6-630pm M-F	- TWTF - -	:15	4	\$585.00	P-4	0.00	NM	4	\$2,340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/06/12	08/12/12	- TWTF - -	4		\$585.00	0.00							
N 10	WXYZ	08/07/12	08/12/12	7p News M-F 7-730p	CM	7-730pm M-F	- TWTF - -	:15	4	\$487.50	P-4	0.00	NM	3	\$1,462.50
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/06/12	08/12/12	- TWTF - -	4		\$487.50	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WXYZ	08/06/12-08/12/12		7p News		7-730pm M-F	- TWThF - - - -	:15		(\$487.50)		0.00	NM		
Unresolved [Lion's Pre-game show not the news...ck]															
N 11	WXYZ	08/07/12	08/12/12	Early News Sa Sa 6-630p	CM	6-630pm Sat	- - - - - S -	:15	1	\$325.00	P-4	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/06/12	08/12/12	- - - - - S -	1		\$325.00	0.00							
N 12	WXYZ	08/07/12	08/12/12	Early News Su Su 6-630p	CM	6-630pm Sun	- - - - - S	:15	1	\$455.00	P-4	0.00	NM	1	\$455.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/06/12	08/12/12	- - - - - S	1		\$455.00	0.00							
N 13	WXYZ	08/07/12	08/12/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	- - - - - S	:15	1	\$325.00	P-3	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/06/12	08/12/12	- - - - - S	1		\$325.00	0.00							
Totals														30	\$11,570.00